

Richmond Record-Herald

VOL. XXVII.—SEVENTEENTH YEAR.

RICHMOND, CONTRA COSTA COUNTY, CAL., —WEDNESDAY, NOVEMBER 31, 1917.

NUMBER 92

Latin Army Will Resist the Huns

GERMAN DRIVE INTO VENETIAN PLAINS HALTED BY ITALIANS

ROME, Oct. 31.—There were various hill and canal engagements between the Italians and the invading Austro-German troops yesterday, says the war office announcement today. The Italian covering units and cavalry permitted the other troops to continue their move towards their new line.

BERLIN, via London, Oct. 31.—The campaign of the Italian front is being developed in accordance with the intention of the Austro-German leaders, the war office reports.

LONDON, Oct. 31.—The eyes of the world are turned today on the Venetian plains in Italy, centering on the Tagliamento River, where there is every reason to believe the greatest battle in the history of the war soon will be fought.

The Teutonic army already is in possession of Udine, today continued its march toward the river. Another German movement is on the north, where Von Buelow's forces have almost reached the upper Tagliamento.

Along the Tagliamento River, and not far from Udine, General Cadorna's forces are closely retreating. Burning their bridges behind them, exercising a rearguard check to the enemy and fording the swollen stream wherever possible, the retreat is slow but certain.

In the meantime British and French assistance is being hurried to the scene of the impending conflict. Everywhere, military authorities say, the political effect of the enemy drive in Italy is rapidly becoming apparent. The political viewpoint brings out the determination to stand firm and save Italy.

Added to this determination is the belief in military circles that the Teutonic drive will act as a boomerang to the enemy. It is now generally believed that the big spring drive, which would otherwise be late on account of waiting for the full strength of the American troops, will be carried out this winter, regardless of weather conditions.

Every Saving Depositor is Interested

in the new Federal Reserve Banking System, established by the United States Government, of which we are a member, because it makes the banking business of the country safer and sounder than ever before.

But even more because it makes practically impossible another of those current panics which in the past have caused business depressions, shut-downs and lack of employment. Part of every dollar you deposit in this bank goes directly into this new system, makes it stronger and adds to the security of your money so deposited.

FIRST NATIONAL BANK
Member of Federal Reserve System
RICHMOND SAVINGS BANK
SAVINGS

SUGAR SHORTAGE IS PREDICTED ON COAST

In a circular sent to the sugar trade, sugar refiners declare that because cane and beet sugar are the same price the demand for the former has been abnormally large and unless checked the supply of cane sugar on the Coast will be gone in thirty days. Consumers are hoarding sugar, it is declared, and it is urged that purchases be limited to actual needs from week to week.

RICHMOND CLUB WOMEN TO GIVE BAZAAR NOV. 7-8

The Richmond club will give its annual bazaar on the 7th and 8th of November. This event will be of great interest to the ladies of Richmond and there will be many things offered for sale which will prove to be of great value to the busy housewife and at small expense.

It is expected that this bazaar will be the best and largest ever given by any organization in Richmond, for the ladies of the club are making special preparations in order to raise a large sum of money for benevolent purposes. Don't forget the date.

BIG BALTIMORE FIRE SAID TO BE OF HUN ORIGIN

WASHINGTON, Oct. 31.—Special agents of the Department of Justice were hurried to Baltimore today to investigate the \$5,000,000 fire which destroyed large quantities of munitions and supplies on the waterfront there early today. Officials are convinced that German agents again are operating in this country and they coupled the Baltimore fire with those which recently destroyed grain elevators in New York. It was stated that there were indications that all of these fires were of incendiary origin.

IT WON'T BE WORN

in the trenches, this smart, new all-around belted Overcoat with big saddlebag pockets and convertible storm collar, but a lot of Oakland men will enjoy its warmth this winter. Sold at CHERRY'S Men's Store, 528 Thirteenth street; Ladies' store, 515 Thirteenth Street, Oakland.—Adv.

BELGIANS WILL BE GIVEN BIG RELIEF BENEFIT AT CHRISTIAN CHURCH NOV. 6

The Parent-Teachers' Association, of which Mrs. W. A. Boone is president, will give a Belgian benefit at the Christian church on the evening of Tuesday, November 6th. There will be musical and dramatic numbers and a representative from the Belgian Relief Bureau, of San Francisco will be present and will give a short talk concerning conditions among the Belgians and particularly the necessity for relief of Belgian children before the coming winter. There will be a charge of 25 cents made at the door.

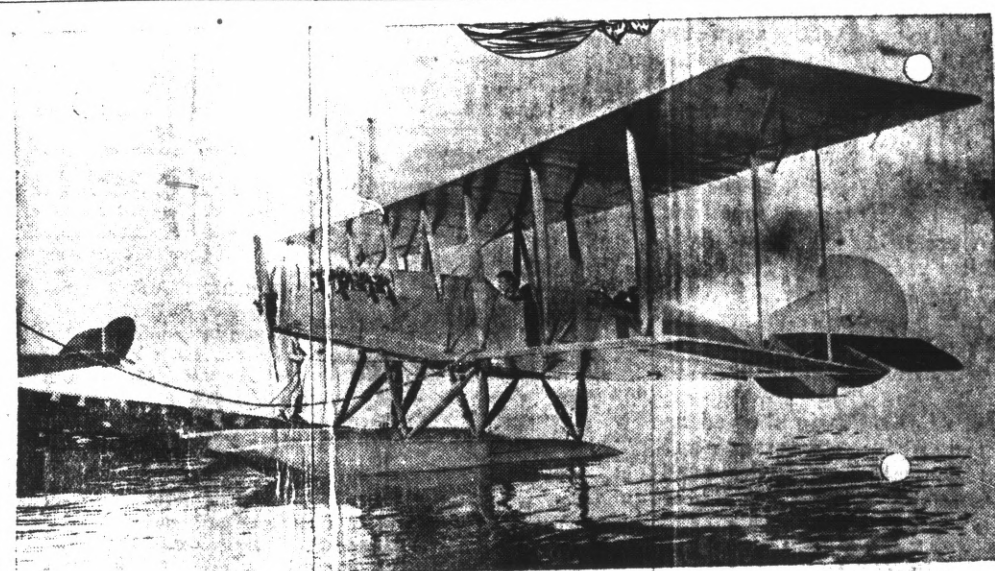
The committee on arrangements has named the following ladies and gentlemen of this city who will be patrons and patronesses of the benefit:

Mr. and Mrs. J. J. Davis, Mr. and Mrs. C. F. Donnelly, Mr. and Mrs. V. A. Fenner, Dr. and Mrs. Frazer, Mr. and Mrs. J. F. Galvin, Mr. and Mrs. E. J. Garrard, Rev. P. M. Griffin, Mr. and Mrs. E. H. Harlow, Mr. and Mrs. Roy Lemoin, Mr. and Mrs. W. S. MacRacken, Mr. and Mrs. F. S. Newsom, Mr. and Mrs. J. B. Ogborn, Mr. and Mrs. J. C. Owens, Mr. and Mrs. Wilbur Pierce, Mr. and Mrs. J. H. Plate, Mr. and Mrs. Jos. Pope, Mr. and Mrs. C. R. Renwick, Mr. and Mrs. Jno. Roth, Rev. and Mrs. H. K. Sanborn, Mr. and Mrs. E. E. Scottfield, Mr. and Mrs. E. B. Smallwood, Mr. and Mrs. H. G. Stidham, Mr. and Mrs. Sidney Stitt, Mr. and Mrs. C. H. Stiver, Mr. and Mrs. G. W. Topping, Mr. and Mrs. J. H. Transue, Mr. and Mrs. W. B. Trull, Dr. and Mrs. Hall Vestal, Mr. and Mrs. G. Westover, Mr. and Mrs. H. J. Whitgrave, Mr. and Mrs. Homer Wyatt, Mr. and Mrs. J. E. Zumwalt, Mr. and Mrs. Robt. Houston, Mr. and Mrs. J. O. Ford, Mr. and Mrs. F. M. Smith, Mr. and Mrs. J. T. Nesbitt, Mr. and Mrs. W. L. Bal-lenger, Mr. and Mrs. Wm. Bullock, Rev. and Mrs. D. W. Calfee, Dr. and Mrs. H. C. Carpenter, Dr. and Mrs. U. S. Abbott, Dr. and Mrs. Edgar Cunningham, Mr. and Mrs. Archibald Campbell, Mr. and Mrs. B. X. Tucker, Prof. and Mrs. W. T. Helms, Mr. and Mrs. J. N. Long, Mr. and Mrs. A. C. Long Judge and Mrs. D. J. Hall, Hiram Jacobs, Mr. and Mrs. Frank Hull, Chas. Crary, Mr. and Mrs. H. W. Pulse, Mr. and Mrs. Chas. Pulse, Cary Troy.

SLAYER SAYS HIS WAY TO FREEDOM AT MODESTO JAIL

MODESTO, Oct. 31. — Maurice Goff convicted of the murder of Earl Polley, manager of the Keyes bank, escaped from jail here during the night, it was discovered today when the guards went to bring the prisoners from their cells for breakfast. Goff had sawed the bars in his cell. How he secured the saw is a mystery. Sheriff Davis, whose work was regarded as the main factor that brought about Goff's conviction, immediately organized a posse of deputies and citizens and a manhunt was started. Goff had been sentenced to life

One of the Giant Naval Seaplanes



STRIKE MAY PARALYZE THE TELEPHONE SYSTEM

SAN FRANCISCO, October 31.—Verner Z. Reed, federal mediator appointed by Secretary of Labor William B. Wilson to assume charge of efforts to avert the coastwide telephone strike set for tonight, arrived this forenoon and went into conference at once with the strike committee at the Hotel Sutter.

The conference was stated to be preliminary to a full hearing of the controversy at the Hotel St. Francis this afternoon. The labor side of the dispute will be presented first and the company officials will follow.

Reed stated he planned to hold a preliminary discussion with a representative of the company early this afternoon. He said he was unable to comment on the probable outcome pending the hearings.

It was reported that Reed displayed telegrams at the conference conveying a direct appeal from President Wilson asking the unions to delay the strike until the federal mediators have had an opportunity of trying to effect a settlement.

The dispute between the Telephone company and electrical workers and operators is hinged upon a demand of the latter for a recognition of their union and the former for a raise in wages to \$5 per day.

According to Manager George Calvert of the local telephone exchange there will be no strike of the operators in this city and therefore the only bearing the strike will have on this city is the walkout of the linemen. There is no operators union in this city. The strike is scheduled to take place tonight at midnight.

HERCULES RED CROSS LADIES TO GIVE CARD PARTY TO FILL BOXES

The ladies of the Red Cross at Hercules and Pinole are going to give a card party on the evening of November 9th to secure money to fill the Christmas boxes for the soldiers and sailors who have enlisted or been drafted. The ladies of Pinole and Hercules have entered into the work for the boys in the navy and the army and they are going to lose no time from this henceforth in order to make every one of them glad on Christmas morning.

imprisonment. He slew Polley at noon on June 26 and robbed the bank of \$800.

EVERYBODY TO GO SUNDAY SCHOOL SUNDAY

In conformance to the proclamation issued by the president and the governor of this state, the county officials of Contra Costa county have issued a call to the people of the county to attend Sunday school next Sunday. The county officials declare that:

We believe in the importance of the study of God's Word and the necessity therefore and that the Sunday school is a very efficient agency for the promotion of said study.

The employed officers of the International Sunday School Association voted to set aside November 4th as International-Go-to-Sunday-School-Day and the California (N) State Sunday School Association is co-operating in the observance of the day.

The Governor, Wm. D. Stephens, has issued a proclamation in which he says:

"The future of the State of California depends in large measure upon the training of the young people of the present generation. In that training and in the upbuilding of the characters of our youth no influence is more powerful than that of the Sunday Schools. I am a firm believer in the efficiency of their work, and I feel that the people of the State should do everything possible to encourage and inspire those who are devoting themselves to the furtherance of Sunday School endeavor."

Now, therefore, we the undersigned officers of Contra Costa county, following the example of the Governor of the State, do hereby urge all the people of Contra Costa County, as well as visitors within our borders to attend the Sunday School of their choice on International-Go-to-Sunday-School Day, November 4th, 1917.

Signed:—RALPH R. ARNOLD, J. RIO BAKER, A. N. SLUENGER, WILLIAM H. HANLON, M. H. HURLEY, R. R. VEALE, J. H. WELLS, THOS. D. JOHNSTON, R. H. LATTIMER.

The Ladies Aid of the Baptist church will hold a fair and rummage sale at the Community Club headquarters on next Tuesday evening in San Pablo. In addition to the sale and fair an enjoyable program has been arranged for in order to properly entertain the guests present.

The building inspector has issued the following permits: J. L. Schaffer, for the repair of roof to cost \$200; J. Rudee, remodeling flats on Second street, to cost \$1200.

RED CROSS IS PREPARING CHRISTMAS PACKAGES

Ladies today from Hercules, reinforced by a large number of club women of this city are as busy as bees at the Richmond Club House at 12th street and Nevins avenue, preparing Christmas boxes for the soldiers. These boxes are being prepared by the local chapter of the Red Cross and must be ready to be shipped away in a few days, hence the present rush today at the Richmond clubhouse.

In each of these boxes which are being prepared by the ladies there is writing paper, envelopes, lead pencils, handkerchiefs, playing cards, cigarette papers and tobacco, chewing gum, assorted chocolates, salted peanuts, stuffed dates, figs, raisins. These latter are packed in tin boxes, so that they may not be spoiled by atmospheric conditions.

There will be 350 boxes sent out by the ladies belonging to the Richmond chapter and they will be shipped to the Red Cross headquarters in San Francisco and there will be taken in charge by the Government to be shipped to their destination, whether it be in Europe or one of the cantonments in the United States, to be delivered on Christmas morning to the soldier boys, so that they may know the folks at home are holding them in remembrance. Each man in the army or navy, whether they have parents or not, will be thus remembered.

WAR TAX GOES INTO EFFECT TOMORROW

Everybody is going to feel the effects of the war on and after tomorrow. The war revenue tax goes into effect on the first of the month and here are some of the things which will serve to remind us that we are all contributing something toward maintaining the boys in the trenches:

One cent on each ten-cent admission to theaters, movies. Children under 12 pay a total of one cent tax.
Eight per cent on passenger fares by rail and water except on trips less than forty miles.
Ten per cent for barbers, stationers and seats on parlor cars or vessels.
Ten per cent on club dues more than \$12 annually.
One cent on each 25-cent charge for parcels post.
One cent on each 20-cent express package charge.
Five cents on each telephone

SHOPMEN OF ESPEE OUT ON STRIKE FOR A RAISE OF WAGE

Six hundred employees at the Oakland shops of the Southern Pacific Company walked out this morning, marking the beginning of a strike which is expected to spread throughout the company's mechanical and laboring forces from Sacramento to Phoenix, Arizona.

In all, \$600 men are expected to be on strike in this section of the state before this evening, and word is being awaited hourly by labor officials here to the effect that the long threatened walkout has been precipitated in Sacramento and Roseville Junction, where some of the railroad company's largest shops are located.

The strikers are members of the newly formed Federation of Railroad Shop and Yard Employees' Union, which the Southern Pacific Company has refused to recognize, and whose leaders the company is said to have summarily discharged.

They demand recognition of their union, a 20 per cent wage increase, and eight hour day, and reinstatement of the discharged men.

AID CALLED FOR BY SIX MILLION PRISONERS

The call of 6,000,000 prisoners-of-war in European prison camps for the social, recreational and educational program of the American Y. M. C. A. is to be answered in the national campaign of that organization, November 11 to 20, for \$35,000,000. More than a million dollars of the fund to be raised will be used in relieving the monotony, idleness and hardships of the men who are forced to remain behind barbed wire until the end of the war.

In this ministry of mercy California will have a share, for while two-thirds of the \$750,000 to be raised in this state will be spent in maintaining war work for American soldiers at home and abroad, the other third will promote Y. M. C. A. activities among the Russian, French and Italian armies and the captives.

Unlimited opportunities in the way of creating new and better conditions for prisoners are awaiting the Y. M. C. A. war work program, according to M. M. Bartholomew, one of the prison camp secretaries who has just returned from active service abroad and is now making a tour of California cities in behalf of the war work fund in this state. Especially by means of recreation, educational classes and musical concerts, says Mr. Bartholomew, a new courage and hope and morale are being created among the captives.

Messrs. Ludewig and Beckhaus have opened their new market and store in the Jannetthal building at 13th street and Macdonald avenue, and it is one of the finest and most up-to-date establishments in this city and a concern which every man and woman should take a pride in.

telegram and radio message costing 15 cents or more.
Eight cents for every \$100 of life insurance.

By Saturday the new postal taxes will go into effect. Letters will carry three cents in stamps instead of two, and postcards will carry double the present number of stamps.
The tobacco taxes actually go in to offset the income tax. Dealers have been collecting this tax for some time. Cigars are taxed \$1 to \$4 per thousand and cigarettes 50 cents to \$1.20 per thousand.
The liquor, soft drinks, sporting goods, automobile, income, profits and other taxes have been in effect for months or more.

Richmond Record-Herald

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REAL AMERICANS

The stories of our first war encounters should make all Americans thrill with pride at the heroic behavior of their fighting men. The sailors and soldiers who went down with the Antilles and the crew of the torpedoed destroyer Cassin conducted themselves exactly according to the best American traditions.

It takes high courage to act coolly aboard a ship that is blown in two by a torpedo and sinks in five minutes. The official accounts of the destruction of the Antilles show that there was no excitement whatever, that every officer and man did his duty. The officers "had the situation in hand instantly" when the explosion came, and kept it in hand. The boats were lowered steadily from the foundering fragments of the vessel. The gun crews remained at their posts until the last minute. The captain stuck to his bridge and was picked up clinging to a fragment of the wreckage. There was no excitement, no cry of fear. Men climbed into the lifeboats, or sank, with jests on their lips.

The commander and crew of the Cassin showed no less courage. With her stern smashed by a torpedo and one engine disabled, the destroyer calmly cruised around for hours, looking for the U-boat that had hit her. There was apparently no thought of the possibility of a mortal blow from that same submarine. Vice Admiral Sims himself praises the admirable conduct of the officers and crew. "There was no excitement on board, the men remaining quietly at their battle stations throughout the night except when called to other duties."

That is the way we expect Americans to act. It is the way all the boys now in training may be expected to conduct themselves when they meet the enemy.

The man who is really patriotic don't have to go around telling everybody about it; and on the other hand the man who is not a good citizen and by word and deed is aiding and abetting the enemy in every manner possible cannot make the people believe he is all right simply by saying so. In this war it takes deed, not words, to constitute true patriotism. And he can't hide that fact by occasionally saying that he isn't, while all the time he is trying to slyly stab the government in the heart.

According to the latest reports, the United States is going to send anywhere from two to five million men and billions of dollars in ammunition and ordnance to Europe for the subjugation of the Germans. These fellows have got to be beaten and it is well for the people here to make a good job of it while we are about it.

A speed cop and a speeder has something of a mix-up upon the former arresting the latter in the vicinity of Antioch the other night. It is possible the policeman made disparaging remarks about the automobile man's machine, which will make any of them fight.

We will probably be called upon for other liberty loans, but the people of the United States are more than willing. But while we are about it let us give some of the alien enemies something to think about, by confiscating their property. There is not a reason in the world why they should remain here in safety, enjoying the bounty and security of this government, while our boys are undergoing the hardships and dangers in the trenches of France. Let us be fair to our own friends and kindred first of all.

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3....	\$.25	\$.40	\$.60	\$ 1.00	\$ 1.50
4....	.35	.60	.80	1.30	2.00
5....	.45	.75	1.00	1.75	2.50
6....	.50	.90	1.20	2.00	3.00
7....	.60	1.05	1.40	2.25	3.50
8....	.70	1.20	1.60	2.50	4.00
9....	.80	1.35	1.80	2.75	4.50
10....	.90	1.50	2.00	3.00	5.00

Strictly In Advance

Classified ads will be taken over the phone and collections made by messenger on payment of 10c extra for messenger service.

HELP WANTED

WANTED—Clerk to wait on table and do chamber work. Apply Hotel D'Italia, 200 Standard avenue. Phone Rich. 119.

FOR RENT

FOR RENT—Five room modern house, with or without garage, for rent. Inquire 1906 Chanslor Ave.

FOR RENT—\$12.50 Albany, near county line, cozy, furnished cottage. 3 rooms, to couple without children. Apply 517 Kains Ave., near Brighton, one block east of San Pablo Ave.

FOR SALE

FOR SALE—Two lots, 50-foot frontage on 11th St., near Barrett with modern dwelling in excellent condition, with all conveniences. One of the best bargains in residential close in real estate in the city. Terms reasonable. Address Box 46, Record-Herald, 119.

FOR SALE—Fifty-foot corner on Macdonald avenue, for \$1600. Terms. Address "Box Q, Record-Herald, a31-1f

FOR SALE OR EXCHANGE—Hotel and saloon, good business, in shopping district on Macdonald avenue, or will exchange for improved city property or ranch. Would consider selling saloon business separately to reliable parties. Address Box F, Record-Herald Office.

FOR SALE—Fifty-foot corner on Macdonald avenue, for \$1600. Terms. Address Box Q, Record-Herald, a31-1f

FOR SALE—50 foot corner on Cutting Boulevard. All clear. \$1500 cash or terms. Address Box J. J. Record-Herald office.

GET A HOME—2 lots, 50 foot frontage, close in location and house, street work all paid. Terms can be arranged. Box C. D. Record-Herald office. 3-22-1f

FOR SALE—Modern close in 6-room dwelling on one of the best residential streets in the city. Will sell at a bargain; part terms if disposed of at once. Address Box 46, Record-Herald, 119.

A BARGAIN—Player piano for sale at a bargain. Will arrange terms to responsible parties. No. 15 11th St. 4-24-1f

COMBINATION pool and billiard table. Brunswick-Balke, good as new, home size; cost \$165, will sell for much less. Address Box GA, Record-Herald Office. 7-19-1f

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WANTED—A good piano. Price and terms must be right. For particulars write P. O. Box 601, Richmond, Ca. 119.

WANT POULTRY—Will trade two choice lots in Richmond Annex all paid for, corner location, slight view, for poultry. Address Box "BA" Record-Herald office. 6-9-1f

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THE W. C. T. U. of Richmond would like to assist any girl that needs help who will either write or come to see Mrs. G. Wallin, 684 Fifteenth St., Richmond. 119.

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We anticipate a very good supply this week, shipped direct to us and would appreciate the opportunity to fill your orders at lowest prices.

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Medium Boiling Points for quick and smooth acceleration
Low Boiling Points for easy starting

Low boiling points do it—the first link in a continuous chain of boiling points. Low boiling points for easy starting, medium boiling points for quick and smooth acceleration, and high boiling points for power and mileage.

Red Crown is a straight-distilled gasoline. Hence there's a continuous chain of boiling points, gradually rising from low to high.

Mixtures cannot have a continuous chain of boiling points. That's why mixtures cannot be as good as pure straight-run gasoline. And that's also why the gravity test for gasoline is worthless—gravity tells nothing at all about boiling points, the only real test of gasoline quality.

To make certain of getting real gasoline, and not a mixture, fill with

RED CROWN

the Gasoline of Quality

STANDARD OIL COMPANY

HOOVERISM APPLIED

"SAVE THE MEAT—USE FREELY VEGETABLES AND FISH"

MAZOLA

Pure oil from corn for general cooking and salad dressings. Patronize your local dealer—distance means money. We guarantee "MAZOLA" will satisfy or Money Refunded.

Let Pulse Brothers

2—Quality Groceries—2

600-602 MACDONALD AVE.

205-207 RICHMOND AVE.

Pay For Your

LIBERTY BONDS

THE SAVING YOU MAKE THROUGH OUR PLAN OF SELLING GROCERIES WILL HELP YOU MATERIALLY TO PAY FOR YOUR LIBERTY BONDS. OUR PRICES WILL PROVE THIS TO YOU.

A 10-CENT PACKAGE OF KLEENO FREE WITH 8 BARS OF CLOVER LEAF SOAP. **50c**

10c Package Kleeno Free with 1 package large Kleeno and 3 bars Clover Leaf Soap at 50c

EAT YOUR WAR BREAD NOW!

10-lb. Sack Rice Flour; Sperry 70c

10-lb. Sack Rye Flour; Sperry 70c

10-lb. Sack Rye Meal; Sperry 70c

10-lb. Sack Corn Meal; Sperry 59c

10-lb. Sack Groseans Rice Pancake

Flour at 8c

10-lb. Sack Corinthian Flour 70c

50-lb. Sack Corinthian Flour \$2.90

EAT A BAKED POTATO INSTEAD

OF A SLICE OF BREAD

Good River Potatoes; sack 115 lbs \$3.00

USE COTTON SEED OIL FOR COOKING

and Save Animal Fats when ever possible—

Corinthian Salad Oil; large bottle 42c

Mazola Oil; quart can 60c

Mazola Oil; half gallon can \$1.10

Mazola Oil; gallon can \$2.00

BUY YOUR WINTER APPLES NOW

4-Tier Choice Newtown Pippins \$1.35

4-Tier Fancy Newtown Pippins \$1.40

3½-Tier Fancy Newtown Pippins \$1.50

USE THE COOPERATIVE DELIVERY
Phone Your Orders Have Them Sent C. O. D.
PHONE 135 PHONE 379

BUY FOR CASH
"IT'S THE PENNIES THAT COUNT"



PERFECTION OIL HEATER

FOR SALE BY

L. H. Schrader Co. La Selle Furniture Co.
L. W. Schroder A. C. Burdick
Square Deal Hardware Co. V. A. Fenner
John Oppman



WILL SOON BE HERE AND OUR STOCK IS COMPLETE WITH ALL KINDS OF NOVELTIES THAT ARE NEEDED FOR THE FESTIVE OCCASION.

Drop in and Inspect

WHAT WE HAVE AND NOTICE HOW REASONABLE OUR PRICES ARE.

BEYER'S

1010 Macdonald Ave.

HOOVER APPEALS TO ALL FAMILIES

Sign Your Pledge and Line Up to Obligations

Food Pledge Week is now just half through and California is responding to the call of the Nation in a characteristic fashion. Food Administrator Herbert Hoover has asked that this State sign 500,000 pledges as its share of the 22,000,000 pledges that are being signed throughout the United States. California is responding nobly but in order to do as California has always done, it is necessary for every man and woman to continue their efforts for the conservation of food in the State.

From the San Francisco offices of the United States Food Administration there was received word this morning that from the Mexican border to the northern line, California is doing her "bit." The menus for Food Conservation Week, as sent out from San Francisco and published here in another column, are being followed religiously. Housewives throughout the State are even going the terms of the pledge one better, and are devising ways and means for the conservation of food in the home that will prove of value to the experts in charge of the campaign. There is probably not a housewife, or, for that matter, a mere man, in this city who does not understand what conservation of food means. Germany at this time is on rations of such a kind that it is sapping the strength of her armies. This same would happen to our boys in France and to the fighters of our Allies if we should fail to follow the terms of the Food Pledge. So far there is not a county in the State that is not measuring up to the expectations of the Food Administration. This county is keeping abreast with the rest, so is the city. But it behooves every one of us to do even better than our neighbors. If you have not already signed the Food Pledge Card given you by the local committee, clip the Pledge published here and return it at once to the office of the United States Food Administration in San Francisco.

When Governor Stephens issued his proclamation last Monday it was aimed directly at you, and asks that before November 4th every family in this State sign the Food Pledge Card, which is a promise to the Federal Government that California is squarely behind the Nation and the Allies. Every product necessary to feed our fighters across the sea passes through the hands of the local housewife. This includes wheat, beef, pork, sugar, and dairy products. By signing the pledge you promise the Administration to become a part of the fighting force of this country, just as surely as though you were undergoing intensive training at a concentration camp.

In urging the American people to "serve by saving" and to "fight" by helping the fighter fight, the United States asks no one to go hungry. It proposes that people shall "eat plenty but wisely and without waste." If they will do this our own soldiers and the soldiers and peoples of our Allies and Americans will be healthier, wealthier and wiser. The feeding of the armies in Europe is, after all, America's biggest problem, and as the natural guardians of America's food product the women of this country are called upon to give their services. If the housewife will help we can send great quantities of food of the most concentrated and nutritive value in the least shipping space. Every little bit that you save is just that much more for our fighters. Your part is to sign the Pledge and enroll as a member of the Food Administration in your home, so far as your circumstances will permit. If you have not received the Pledge, sign the Pledge published in an adjoining column. Don't wait until tomorrow. An ounce of food may be wasted in that time. Do it now.

The Hoover wheat party of the West Side Improvement Club was held this afternoon in Fraternal Hall. Mrs. Nellie Adams, Mrs. Nellie Davis, Mrs. Dave Hopkins, Mrs. R. L. Adams and Mrs. J. G. Gerlach are those who attended to the matter of arranging for the affair.

"Let Mayer Do It." If you want your old suit made like new. Repairing or Pressing. Work call for and delivered. Mayer's American Cleaners Works. Macdonald Avenue.

MRS. JOHN PETERS

Natural Electric Healer

Critchett and Factory Streets, Richmond, Cal.

Quick Relief



Mr. Otto Schipske, a faithful employee of Koch's at corner Washington and 6th St., rejoices over his complete recovery. After having tried many doctors and remedies and also several Chinese herb specialists in Oakland, he found the FONG WAN HERB COMPANY to be the only place that could give him quick and permanent relief. Oakland, Cal., April 25, 1917. "I suffered for many months from FIVE LUMPS under my chin, but was entirely cured in two weeks by the FONG WAN HERB TEA. Then I also drank their tea for my eyes and after a few weeks that trouble was also completely relieved. (Signed) OTTO SCHIPSKE." Res. Brunswick Hotel, Cor. 9th and Washington, Oakland, Cal. This testimonial is local and authentic and not to be classed with those made up for advertising purposes and dated in inaccessible places. All testimonials printed by us may be easily verified.

Dr. Fong Wan Herb Co.

The Most Reliable 548 EIGHTH ST. COR. CLAY, OAKLAND, CAL. CONSULTATION FREE

Sign and Return to Ralph P. Merritt, Federal Food Administrator for California, 500 First National Bank Building, San Francisco.

PLEDGE CARD FOR UNITED STATES FOOD ADMINISTRATION

IF YOU HAVE ALREADY SIGNED, PASS THIS ON TO A FRIEND

TO THE FOOD ADMINISTRATOR:

I am glad to join you in the service of food conservation for our Nation, and I hereby accept membership in the United States Food Administration, pledging myself to carry out the directions and advice of the Food Administrator in my home, insofar as my circumstances permit.

Name.....

Street.....

City..... State.....

There are no fees or dues to be paid. The Food Administration wishes to have as members all of those actually handling food in the home.

Anyone may have the Home Card of Instruction, but only those signing pledges are entitled to Membership Window Card, which will be delivered upon receipt of the signed pledge.

PRESIDENT WILSON

Asks Food Economy

This can be done by obtaining food at the lowest possible price

We Will Help You

The U. S. Food administration is urgently appealing to all dealers in foodstuffs to decrease their cost of doing business and to give to the public the benefit of their economies.

Recognizing the justice and fairness of this appeal, and desiring to comply with it, we are going to change our business methods as follows:

1st—All goods handled by us will, from November 1st, be plainly marked on a spot cash basis wrapped on our counter.

2nd—We will deliver free of charge all orders amounting to one dollar or over, sugar not to constitute more than one-half of the entire order.

3rd—To orders amounting to less than one dollar a delivery charge of 5 cents will be added.

4th—Customers having a credit account with us will be charged the cash prices, plus 5 per cent for the labor and expense it costs to carry the account, the 5 per cent to be added at any time when a statement shall be rendered.

5th—All credit accounts must be settled in full each and every pay day within 5 days from the time agreed upon when the account was opened.

To the cash customers who are willing to carry home their purchases of less than \$1 in value this system offers the very lowest prices at which goods can be handled.

To the credit customer it offers the most economic and advantageous terms of buying in giving to them the benefit of the cash prices plus the smallest cost at which accounts can be carried.

Under this system every buyer in our store will get an absolutely square deal, being charged only for the service demanded and rendered.

The charge of 5 cents for delivery of orders of less than One Dollar will save us money and this saving we pass on to the public in the form of cheaper prices.

Few customers realize that the delivery service costs the average store not less than 8 cents for each and every delivery made during the year and that the net profit in most lines of food business seldom will average more than 5 per cent on the year's business.

We shall continue in the future our present policy of carrying only a first class line of foodstuffs, goods that we know to be all right and which we can guarantee to the public.

On the basis outlined, and which we believe will appeal to the sense of equity and justice of every fair-minded man and woman, we solicit your patronage. We feel confident that we can save you a considerable amount on your family needs.

Very respectfully,

Julius Stiefvater

801 MACDONALD AVE.

115 W. RICHMOND AVE.

THE STORE FOR EVERYBODY

WATCH THIS SPACE EVERY DAY AND SAVE MONEY

55 DAYS TO CHRISTMAS

Make your selections early. Pay a small deposit and we reserve the goods FOR YOU, UNTIL CHRISTMAS.

Headquarters for toys of all kinds. Wheel goods, barrows, wagons, velocipedes, etc.

Meet Me at **The Fair** Save Money

C. G. OLNEY

Phone Richmond 811 731 Macdonald Avenue

MARY PICKFORD

TONIGHT AT RICHMOND

Mary Pickford in "Rebecca of Sunnybrook Farm." Never has a star appeared in a more desirable as well as suitable characterization. Known throughout the land as "America's Sweetheart," Mary is just the person to portray the national type of "Rebecca," the little country girl who fought her battles alone and traveled a particularly rough road leading to her womanhood. The many charms and quaint situations of "Rebecca of Sunnybrook Farm" are brought out in the Arcraft picture as only Mary Pickford can.

The photoplay will appear at the Richmond theater today and tomorrow.

"Rebecca is delightful from beginning to end; she is just the nicest child in American literature," said Thomas Bailey Aldrich, the author of "The Story of a Bad Boy," and perhaps there can be no better description of youthful Rebecca. As a classic for old and young, "Rebecca of Sunnybrook Farm" takes rank beside "Little Women" in the hearts of the American public, who mingle tears and smiles in affectionate interest over her progress toward womanhood. The story has been translated into several languages and is used for English reading in the public schools of European cities. In this famous story now appears America's sweetheart, Mary Pickford, in its screen adaptation. A more fitting association could not have been selected for either "Little Mary" or for the film portrayal of the book.

WHERE WOMEN ASSEMBLE

you can always pick out the woman who knows that at CHERRY'S she can buy a complete wardrobe at fair prices and on easy payments; she will be the best dressed! Ladies' store, 515 Thirteenth street; Men's store, 528 Thirteenth street, Oakland.—Adv.

LOCAL MENTION

Pertinent remarks about well-known People in Richmond Happenings about Town

Mrs. William Ellis, wife of the assistant superintendent of streets has returned home from Oakland, where she has been visiting her sister for a few days.

Mrs. Clifton Bradley is quite ill at her home on Ocean avenue and under the care of the family physician.

Miss Wilda Howland who was operated on a few days ago in one of the local hospitals, is rapidly recovering, according to reports.

The Club Mendelssohn will meet at the home of the Misses Conlon at 815 Cerrito tomorrow afternoon. A delightful program has been arranged by the members.

SAGE TEA TURNS GRAY HAIR DARK

It's Grandmother's Recipe to Bring Back Color and Lustre to Hair.

That beautiful, even shade of dark, glossy hair can only be had by brewing a mixture of Sage Tea and Sulphur. Your hair is your charm. It makes or mars the face. When it fades, turns gray or streaked, just an application of two of Sage and Sulphur restores its appearance a hundredfold.

Don't bother to prepare the mixture; you can get this famous old recipe improved by the addition of other ingredients for 50 cents a large bottle, all ready for use. It is called Wyeth's Sage and Sulphur Compound. This can always be depended upon to bring back the natural color and lustre of your hair.

Everybody uses "Wyeth's" Sage and Sulphur Compound now because it darkens so naturally and evenly that nobody can tell it has been applied. You simply dampen a sponge or soft brush with it and draw this through the hair, making one small strand at a time; by morning the gray hair has disappeared, and after another application it becomes beautifully dark and appears glossy and lustrous. This ready-to-use preparation is a delightful toilet requisite for those who desire dark hair and a youthful appearance. It is not intended for the cure, mitigation or prevention of disease.

FOR FOOD PLEDGE SIGNERS

MEMBER OF UNITED STATES FOOD ADMINISTRATION



Millions of the new Hoover pledge cards have been received by the woman's committee of the council of national defense and are being distributed throughout the country at the request of the national food administration. Those who sign the pledge may obtain handsome cards bearing the words, "member of the national food administration," and a colored shield on a wheat-decorated disk.

The South Richmond Improvement Club held a meeting this afternoon and discussed the final disposition of the old fire house which was donated to the club by the city government. It will doubtless be moved to the lot which is owned by the club and renovated for permanent quarters.

Miss Amelia Guth has returned home from a visit to relatives in the Santa Clara Valley.

Subscribe for the Record-Herald.



The Key to Successful Want Ads—Read our Apartments Rooms—Houses to let ads. They'll Open the Door to just what you want.

Your Neighbor Has a Phonograph

His home is filled with joy, cheer and pleasure—No dull moments in his house—Music, song and dance and a good time all the time for the whole family.

WHY DON'T YOU GET A PHONOGRAPH?

and enliven your home and bring a world of happiness to your family. It doesn't mean any extra expense, for we will give you

FREE

ONE OF THESE

\$50 Rex Phonographs



Handsome large machines—16x18x20 inches in size—of highest quality and beautiful tone and play with a sapphire jewel-point needle that does not have to be changed. Given free to introduce the new double disc Rex Records.

We deliver the Phonograph to you at once and 11 Records of your own choice—22 selections

NOTHING DOWN

To secure the phonograph free, you agree to buy \$8 Rex 10-inch double disc records at 75c each. For the 11 records sent with the machine, you pay nothing down, and at the end of a week you pay us 50c weekly until the 11 records are paid for. The remaining 77 records are to be paid for at the rate of not less than one 75c record each week (more if you wish), commencing within one week from date of delivery of machine. Thousands of selections. Every kind of music—two selections on each record. Many new records issued each month.

The Stern Talking Machine Co.

OPEN 721 MACDONALD AVE., OPEN EVENINGS RICHMOND, CALIF. EVENINGS San Francisco Store, 1085 Market St. nr. 7th.

CLASSIFIED ADS

Too Late To Classify

LOST—brown fur neck-piece; last night between 13th and 15th streets on Macdonald avenue. Reward. Return to this office. Oct. 31-17

IT'S HARD TO BELIEVE

but nevertheless true, that in these days of high prices a man can go to CHERRY'S and buy a smart suit or overcoat, on easy terms, at fair prices, and have wide selection. Try it. Men's Store, 528 Thirteenth street; Ladies' store, 515 Thirteenth street, Oakland.—Adv.

Good Water is a household necessity. Call up Richmond 315, Richmond Soda and Mineral Water Co., and have delivered to you a jar of Perendale Lithia water. It will curtail your doctor's bill. ***

Alpha lodge of Masons conferred the third degree on several candidates at the meeting held by that order last evening. A banquet followed the degree work of the lodge.

LIBRARY GIRLS

ENTERTAINED AT HORNER HOME

Miss Della Wilsey and her staff of library assistants were entertained last night by Mrs. C. D. Horner at her home on Fifteenth street with a luncheon. Those present were: Miss Della Wilsey, Miss Ethel Griffin, Miss Ruth Adair, Miss Myrtle Pierce, Miss Edith Pickett, Miss Alice Greathouse and Miss Virginia Griffin, the latter being a special guest and not a member of Miss Wilsey's staff. The evening was pleasantly spent with music and conversation.

The entertainment given by the Community Club at San Pablo last night was a decided success.

Cash Counts

Central Market Opening

Macdonald Avenue Near Twelfth Street

Tomorrow November 1st we open one of the most **SANITARY CASH MARKETS** on the East side of the bay. Everything has been arranged for the convenience of patrons. The most modern sanitary fixtures have been installed in all departments, so that we guarantee everything you buy to be fresh, clean and sanitary.

We Reduce the Cost of Living

This will be a strictly **CASH MARKET**, all of the overhead cost possible has been eliminated. There will be no deliveries, no bad bills--

THE PATRONS WILL RECEIVE THE BENEFIT OF THE LOWEST POSSIBLE PRICES

The Central Market

Fruit-Groceries-Delicatessen

C. W. BECKHAUS, Prop.

MEAT DEPARTMENT

O. R. LUDEWIG, Prop.

WE HELP YOU TO SAVE